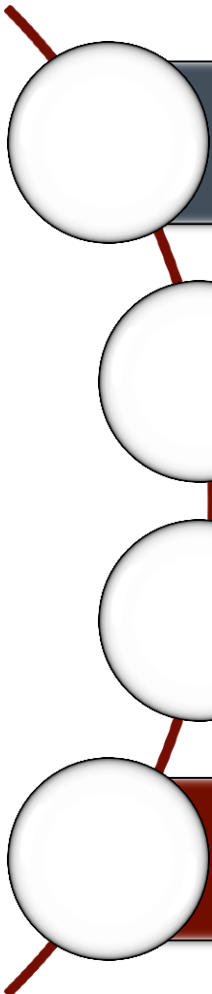




NeHC Patient Engagement Tool Overview



Recognition that ROI requires changes in consumer (patient) engagement

HIT itself will not drive significant health savings

Movement toward ACO's and population-based reimbursement

m-Health and consumer apps exploding

How is Consumer Engagement Being Supported by KHIE?

Coordinating Council
Committees consumer focus

Convened
Meeting of
Stakeholders

GOEHI Marketing
Campaign

NeHC CeRT
(Consumer eHealth
Readiness Tool)—first
in the nation to adopt

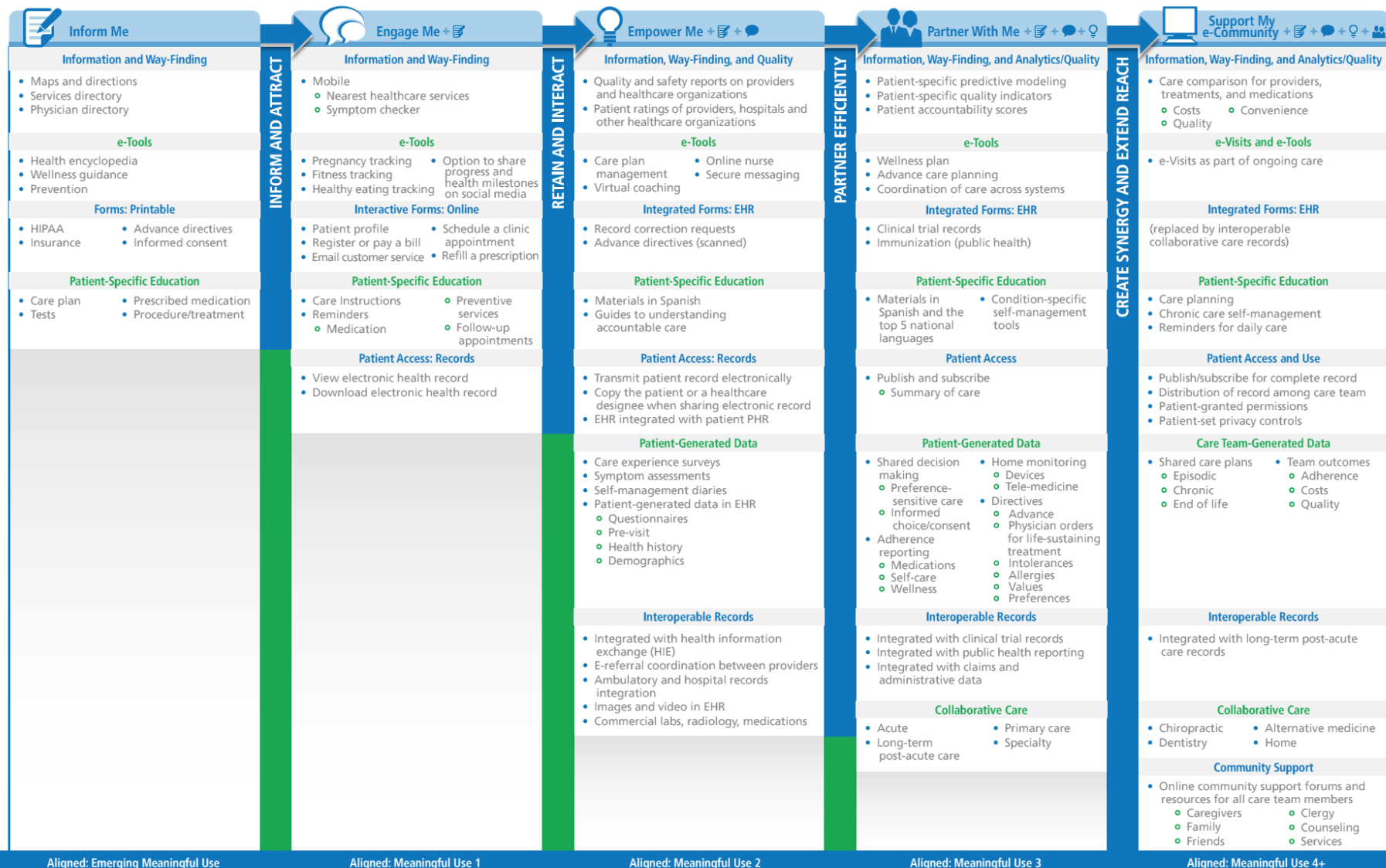
Top Priority—MU
Stages 2 and 3

- **NeHC Consumer Consortium**
 - Diverse group of 300+ prominent stakeholders to share best practices
 - Developed a coordinated program for effective consumer engagement in eHealth
 - Closely aligned with ONC/CMS policies and requirements
- **Increases provider ability to meet Meaningful Use**
- **Business intelligence tool**
 - Technology
 - Infrastructure
 - Culture
 - Outcome measurements
- **Addresses accountable care/population management**

CeRT is Mapped to Patient Engagement Framework

PATIENT ENGAGEMENT FRAMEWORK

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Aligned: Emerging Meaningful Use

Aligned: Meaningful Use 1

Aligned: Meaningful Use 2

Aligned: Meaningful Use 3

Aligned: Meaningful Use 4+

- **Survey-based organizational assessment**
- **Real-time progress reports**
- **Comprehensive resource center**
- **MU2 requirements flagged**
- **Progressive engagement dimensions**
 - Informed consumer
 - Empower consumer
 - Engaged consumer
 - Partnered consumer

- **Leadership in consumer engagement**
- **Provider pathway to MU Stages 2/3**
- **Enable incentive funds quicker**
- **Lower costs**
 - Avoid staff FTE or consultant expenses
 - Mapped to framework, no need to reinvent
 - Ease of use, iterative, and comprehensive
- **Benefits of engaged consumers**

CeRT is independent of KHIE.

The Commonwealth of Kentucky and its affiliates have no access to individual provider data related to the CeRT.

- **Underwriting 13 one year licenses**
 - Encourage adoption
 - Make the case
 - Qualify for MU Stage 2 quicker

- **Selection Process**
 - Stratified by licensed beds, or # of providers
 - Apply by April 28th
 - <https://www.surveymonkey.com/s/6VZ89FC>

- **KHIE and Kentucky REC have licenses**
 - KHIE will use for planning and implementation
 - REC will use for training
 - CeRT will be used for required ONC assessment activities
- **Providers are encouraged to consider direct purchase**
 - Very low price:
<http://www.nationalehealth.org/Cert-pricing>

- **Two demonstrations have been scheduled for anyone interested:
Wednesday, April 17, 2013 4:00 PM-5:00 PM or Wednesday, April 24, 2013 12:00 PM-1:00 PM**
- **Contact your KHIE Outreach Coordinator or Kentucky REC Implementation Specialist**